

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMMERCE, INC.

AD# BUC104-D1 REQ# M18613 "BEAT INFLATION SMOKE A BUCK" - PAGE 4/C 8-3/4 X 11-1/2 NAT'L, 1990
Printed in U.S.A.

BEAT INFLATION SMOKE A BUCK



**Buck the System.
Full rich flavor,
not full price.**

Available in Kings & Kings Lights.

Kings "tar," 14 mg; nicotine - Kings Lights,
11 mg "tar," 0.8 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.

MS, suggested retail price.

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